



Set KPIs

A KPI is a Key Performance Indicator. It indicates whether or not you are achieving your goals.

When choosing KPIs consider:

- Quality + Quantity metrics
- Primary + Secondary metrics (limited primary KPIs)
- Link to your business or marketing objectives

Establish Benchmarks

Establish benchmarks for your digital marketing so that you have a goal in mind for each KPI. The benchmark should be established in relation to your investment.

Improvement

- Look for improvement over time
- This is the most important metric as every business situation is unique
- Focus on this ahead of industry benchmarks – this is really all that you can control

Averages

- Industry standards



WATCHOUT! These are averages and may not be representative of your industry or approach.

- Internal Benchmarks – other brands/businesses
- External Benchmarks – agency partners



WATCHOUT! Beware of comparing to competitors – you don't know what they invest to get results.

Plan

- Realistic based on your plan + investment

Be Realistic

- The digital landscape is always changing and your results may change over time
- Use measurement to improve over time
- Be aware of industry news that can impact results

